



**Sysco**<sup>®</sup>

# POP UP SHOP

## Go To Market Best Practices

### Creative Ways to Advertise

- Your local neighborhood app
- Flyers to be handed out with any deliveries or order pick up
- Outdoor Signage such as banner signs, sidewalk menu boards
- Door Hangers
- Email campaign to loyal customers: Email templates
  - Reward program members
  - Emailing your customer distribution list
- Radio ads
- Digital – tv, web, streaming services  
(*Pandora, Spotify, Google Music*)
- Live page of participating locations
- SDV – small delivery vehicles – mobile advertising
  - Decal stickers on catering vehicles
  - Wraps
- **Google Maps Reviews**  
(*apple maps has something similar*)
  - Update your business description to market that you are a participating location for Pop Up Shop. Pop Up Shop products can vary by location but will include essential commodities such as eggs, condiments, bread, toilet paper, etc.

### Traditional Ways to Advertise

- Social media
  - Social media best practices can be found in the toolkit
  - Store hours to shop
  - Show daily products available and pricing on a live video or post
  - Create exclusivity and promote safety by making appointments
    - While supplies last
    - Seniors (certain hours)
    - Appointments for the general public
      - ♦ Use a scheduling tool to allow consumers to select their time slot
  - Boosted posts
- Mailer
- Flyer or post card
- Update your website

**For more COVID-19 Tips:**

**Contact your Sysco Marketing Associate  
Visit [foodie.sysco.com/sysco-pop-up-shop](https://foodie.sysco.com/sysco-pop-up-shop)**

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